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Jessie L. Seal DAHLIAS

1936

SEAL'S SPECIAL DAHLIA BARGAIN COLLECTIONS

offer, to those unacquainted with dahlias, the opportunity of obtaining choice collections of fine varieties—wide range of colors. Dahlias are all guaranteed to be true to name and to grow—and all will be found in this catalogue, and each root labeled. All large dahlias.

12 Dahlias, all different, our selection.....	\$ 5.00
(Value \$7.50 or over)	
12 Dahlias, all different, our selection.....	10.00
(Value \$15.00 or over)	
12 Dahlias, all different, our selection.....	15.00
(Value \$25.00 or over)	

ALL COLLECTIONS ARE GREAT BARGAINS and are sent to you POSTAGE PREPAID by insured parcel post. A FINE GIFT FOR A GARDEN LOVING FRIEND.

Collections NET

TRANSVAAL DAISY (GERBERA JAMESONII HYBRIDA) *Fascinating flowers from South Africa*

These charming flowers are of pink, rose, coral, yellow, red, orange and copper coloring, from 4 to 6 inches across, on long, erect stems.

Mixed seeds from various pink shades.....	\$.75 a packet
Mixed seeds from the red, orange and copper shades.....	.75 a packet
Fancy mixed seeds gathered from flowers of the richest and most beautiful colors.....	1.00 a packet

Full directions for planting enclosed with the seeds.

All Seed NET

SEAL'S ORNAMENTAL GOURDS

Bright colorful gourds are very popular for home decorations, and excellent for covering verandas or trellis work and for training over arbors, fences, etc.

We have a selected assortment of seed from unusual fancy varieties of the most desired sorts. The seeds are easily grown. Sow outside where they are to remain when the ground becomes warm. Packet.....\$1.00

JESSIE L. SEAL

NINETEENTH EDITION

MEMBER OF

The American Dahlia Society

The Dahlia Society of Southern California

The Garden Club of San Francisco

The Dahlia Society of California

607 THIRD AVENUE, SAN FRANCISCO, CALIFORNIA

DAHLIAS

SEAL'S 1936

CALIFORNIA GIANT DAHLIAS

KING ALFRED (Seal)—Informal Decorative.

Immense, full, velvety blossoms of a color resembling that of a rich, red ruby inclining toward crimson. The long silver-backed petals turn and swirl showing the silver lining, making an unusual and delightful new two-toned color combination of ruby and silver. The flowers of great substance and depth can be easily grown to a diameter of twelve to fourteen inches. The immense blooms, on long stiff stems, face you. The centers are perfect and hold to the end of the season. The plant is of medium tall height and vigorous growth. The flowers are excellent keepers, and last for days, both on the plant and when cut. To those who love color this dahlia will bring hours of intense enjoyment. King Alfred has attracted more attention in our garden than any other dahlia owing to its great size and unusual color combination. Per root.....\$15.00

CATHERINE KEMPKEY (Seal)—Informal Decorative.

Adorable peach colored blossoms, with long fluffy petals deepening to a perfect center of bronze apricot, are covered with an iridescent sheen, adding an exquisite charm. The large full flowers, frequently twelve inches in diameter, are carried perfectly erect on long stems. The medium-tall bush is of a most vigorous growth and covered at all times with these beautiful blooms. Per root.....\$10.00

FLAMING FLAMINGO (Seal)—Informal Decorative.

New and unusual is this brilliant dahlia of the coloring of the tropical flamingo bird. These dazzling flowers from eleven to thirteen inches in diameter, have strong stems, and are held high above a medium height vigorous plant. The petals are long and broad and have a satiny texture. The gorgeous blossoms fairly gleam with light when the sun strikes them. Per root.....\$10.00

The above dahlias have not been forced in growing nor propagated.



HUBERT ROY STOVEL—H. R. S.

SEAL'S YELLOW ROLL OF HONOR DAHLIA

*"Shall love yellow always, since it brings
To mind your joy in buttercups aglow."*

—MAY CARLETON LORD

OUR GREAT INFORMAL DECORATIVE OF TRUE YELLOW

The golden yellow blossoms are huge without forcing and are held high on long, stiff stems. Many growers consider it "by far the finest yellow"; "a superb dahlia"; "a free blooming golden yellow—one of the best of the year"; "H. R. S. was one of the finest, if not the finest, of the new ones."

(Full description on page 7)

NOVELTY AND STANDARD DAHLIAS

We are using the new Classification of the American Dahlia Society, as follows: Cactus (Cac.); Semi-Cactus (S.C.), formerly listed as Hybrid Cactus; Formal Decorative (F.D.), those with regular arranged petals; Informal Decorative (I.D.), those with curly twisted, irregular arranged petals.

The varieties listed below are desirable additions to any garden, and regardless of price they are all beautiful. The more expensive varieties are higher priced only because there are fewer on the market.

ALEX CRAIG (Cac) —Canadian beauty of rose pink with cream center. Perfect form. Good stems	\$1.25
*AMBASSADOR (S.C.) —Of largest size, soft yellow with salmon and pink shadings. Held erect on strong stems.....	50c
*AMELIA EARHART (Cordes) S.C. —Apricot-buff with salmon shadings. This very large and beautiful dahlia has the distinction of being the winner of two Achievement Medals. Bloom is richly colored, large and deep, held nicely, facing on a good stem	\$2.50
*AMUN RA (Seal) F.D. —Resembles a gorgeous setting sun. Copper, orange and gold, deepening to a reddish bronze at the center; giant bloom on erect stem.....	50c
*ANALEE McCLURE (Broomall-Stephenson) 1935 —A beautiful white informal decorative bordering on the semi-cactus; flowers average 10 to 12 inches with good depth; stems stiff and cane-like. Good keeper when cut.....	\$7.50
ANDREA ERICKSON (I.D.) —A large and exquisite dahlia with long curly petals of purest white	\$1.00
*ANGELO ROSSI (Redfern, 1935) I.D. —A giant flower of golden apricot shading to a golden yellow center. Angelo Rossi has already proved its ability to grow successfully in the East. This novelty won the cup offered by President Zamorra of Spain. \$10.00	
*AYESHA (Seal) I.D. —Dusky oriental beauty. A blossom of rich bronze and copper, with closed center of deep red bronze. The large sized flower is held on a long stem above tall plant of strong vigorous growth.....	\$2.50
*BAGDAD (I.D.) —Flaming crimson; acknowledged as one of the best dahlias. Tall, sturdy grower and prolific bloomer.....	\$1.00
*BLACK JACK (I.D.) —Deepest maroon almost black. Very tall and filled with deep velvety blooms from early to late season. Best of its color, won't burn.....	60c
*BING CROSBY (Stephenson, 1935) I.D. —Color golden-yellow penciled with carmine. Flowers are very large and deep, with a high center, perfect stems carry blooms erect. Winner of the Achievement Medal at Los Angeles.....	\$5.00
*BOSPHORUS (Ballay, 1935) I.D. —Deep burnt orange or golden brown. A fine, large, well shaped flower in a color that is new. It is a dark flower, almost as deep in the orange tone in the body of the flower as maroon is to red, but shades to a lighter orange at the edges of the petals. We recommend this dahlia on its color, but it is charming and satisfactory in all respects. Immensely attractive when cut. Certificate of Merit at Storrs.....	\$7.50

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked * originated in California.

* CALIFORNIA IDOL (Ballay, 1935) I.D.—A deep flower of clear glistening yellow—a true pastel shade. In size it ranks with the very largest and has been grown to 14 inches or more; has excellent stems, long and erect and is an early bloomer and good root maker. Gold Medal Dahlia at San Francisco and the winner of Achievement Medal at Boston. California Idol has the capacity to win as the Largest Dahlia or Best Dahlia in the Show.....	\$10.00
CAMEO (Sanhican) I.D.—A large, luscious colored flower, shading half way between old rose and salmon, but brighter, with golden sheen on face of petals. An extremely beautiful flower in daylight and even more so under artificial light. Frequently there are from four to six exhibition blooms out at one time. Stems long and straight. Honor Roll Dahlia.....	\$2.00
* CAPRICE (I.D.)—Immense flowers of golden yellow shading to salmon-pink. Magnificent blooms on long, stiff stems. Prize stock.....	\$1.00
* CHARLES G. REED (F.D.)—Exactly a petunia red is what an authority called it—a lively shade, not far from crimson. The blossoms are unusually large. They are held upright on perfect stems; big, broad petals; a deep, full center.....	\$1.00
CHARLES STEGEMEN (S.C.)—This is a very unusual dahlia on account of its red stems and colored foliage. The color of the bloom is a rich maroon; stiff stems. Has won many prizes	\$1.00
CHAUTAUQUA REGAL (F.D.)—The color is an unusually rich and brilliant cardinal red with the reverse of petals shaded ivory. The bloom is truly magnificent, of the largest size on cane stiff stems.....	\$3.00
CHAUTAUQUA SUNSET (F.D.)—Gold, shaded old rose and coral. Growing habits are excellent with strong, straight stems and dark green foliage.....	\$3.00
* CONQUISTADOR (Ballay) S.C.—Soft creamy yellow illuminated by a glowing pink at the base of the petals. Large and well proportioned. Can be cut with three-foot fine stems.....	\$1.00
CURLEW (Cac.) — Lavender rose color, massive full flowers, incurving. Fine for exhibition and garden.....	75c
DAILY MAIL (I.D.)—Deep yellow shaded orange. A fine importation from England both in the matter of size and habits. Excellent flowers are produced freely and continuously on long fine stems. Very good variety.....	\$1.50
* DIXIE RAVENSCROFT (Seal) I.D.—Our new dahlia which brought unusual brightness to our gardens. A glowing flame in color with a reverse of bright gold. The petals have a delightful golden sheen and twist and turn, making a two-toned effect, so full of gaiety and cheer. The flowers are massive with great depth, holding center throughout the entire season. Stems are long, stiff and strong, holding the gay blossoms high above a healthy bush which is constantly in bloom.....	\$1.50
* DON JUAN (Ballay 1935) S.C.—Scarlet orange with a reverse of lighter orange. If you have a crown flower of Don Juan for the show you will be hard to beat. Later blooms will be very numerous and large, but an occasional one may have a crook in the stem. This variety is a true semi-cactus. Color is just about as bright as it is possible for a color to be.....	\$7.50
* EAGLE ROCK FANTASY (I.D.)—Clear lavender pink or pure mauve. Of ideal habit and mammoth size. Stems are long and stiff. This dahlia is most outstanding.....	\$1.50
* EDITH WHITAKER (I.D.)—Very large well formed blossoms of rich, dark velvety crimson with maroon shadings. The petals are long and broad. The large fine flowers of great substance are held high above strong medium tall bushes on extra strong stiff stems	\$1.00
* ELEGANCE (Ballay) S.C.—Center and tips of petals yellow, body of flower glistening coral. It is a full, deep flower with ideal habits. Home Roll of Honor.....	\$3.50
ELITE GLORY (F.D.)—Huge blooms of a radiant bright red, held perfectly erect on strong cane-like stems.....	50c
* ELLINOR VANDERVEER (Seal) F.D.—One of the best for interior decorations. A satiny rose pink, long stiff stems, free bloomer. Blooms large, of great depth.....	50c
* EUGENIA BALLAY (I.D.)—Rich cream. It is very early. Under favorable weather conditions the blooms will easily attain 10 to 12 inches with corresponding depth. Very long, strong stems.....	\$2.50
* FLAMING METEOR (I.D.)—Flaming orange-scarlet deepening to burnt orange at center. Flower large and deep, with splendid stems.....	75c

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DAHLIAS AND SEEDS

- ***FRANK SERPA (Serpa-Seal 1935)**—An informal decorative of exquisite beauty—light amaranth pink produced by petalled tips of mallow pink growing lighter towards the base of petals, turning to a delicate orchid pink; the two-toned effect gives the flower a beautiful crisp appearance. Extra long clean stems hold the blooms very high above a plant four to five feet high and is a vigorous grower. This lovely dahlia has won many prizes and the 1934 Achievement Medal in San Francisco and is on the Roll of Honor. Frank Serpa also has won this past season in the East, where it was considered very beautiful and one of the best dahlias from California.....\$7.50
- ***FULL MOON (Ballay) F.D.**—Canary yellow. The large blooms are regularly formed of very broad flat petals that terminate in a perfectly full and artistic center. The strength of the stems particularly noticeable. It has won many prizes—some stating they have grown 12 and even 14 inch flowers. Roll of Honor Dahlia.....\$1.50
- F. W. FELLOWES (Cac.)** — Large exhibition variety of bright orange. A favorite color
- 50c
- GLORIOUS BETTY (Darnell) F.D.**—A most attractive flower of velvety crimson, edged gold, with a gold reverse; medium size, on a perfect stem, excellent for house decorations
- \$1.50
- ***GRANDEE (Ballay) I.D.**—Striking combination of Spanish red and golden orange yellow. Winner of the 1933 American Home Achievement Medal at San Francisco and Largest Flower at many shows. We have had 15-inch blooms without forcing or shading on plants 4 feet tall. The immense blooms are held on stiff long stems....\$5.00
- HILLCREST MANDARIN (I.D.)**—An exceedingly large exhibition blossom of red and gold. Has been grown 12 inches and over. Straight stiff stems.....\$3.00
- ***H. R. S.—HUBERT ROY STOVEL (Seal) I.D.**—This informal decorative is a glorious rich real yellow in the garden and under artificial light. The huge blossoms easily grown from ten to thirteen inches in diameter, have great depth, very long wavy twisting petals and perfectly closed centers that are always full. Blooms held erect on long strong stems above a very vigorous luxuriant plant. This superb dahlia of rich golden yellow has given joy and satisfaction wherever grown and does not burn even in a very hot climate. Lasts for days on the plant and when cut. H. R. S. won many awards of first prizes in shows throughout the country this past season. A large stock of this lovely dahlia makes it possible to offer at the price of.....\$3.00
(Illustrated on page 4)
- ***IVORY (F.D.)**—Ivory white. The blooms are large and composed of long pointed petals that curve backward slightly. Stiff stems.....
- \$1.00
- JANE COWL (I.D.)**—One of the biggest winners of prizes all over the country. Deep, massive blooms of bronzy-buff and old gold, blending darker toward the perfect center. Long stiff stems.....
- 50c
- JEAN TRIMBEE (S.C.)**—Largest bloom class, this distinctive dahlia is of a rich petunia violet, on long stems.....
- \$1.50
- ***JEWEL OF INDIA (Newsom) I.D.**—Huge, fluffy dahlia of great depth of richest glowing garnet, suffused maroon, held proudly erect on stiff and long stems.....
- \$1.50
- KATHLEEN NORRIS (I.D.)**—A marvelous dahlia called the greatest exhibition pink—a most beautiful silvery pink of great depth and size. Full center, very long stem, insect proof; a great bloomer and an excellent keeper. Prize stock.....
- 75c
- ***KAWEAH (Meussdorffer) I.D.**—Color is hard to describe, a deep, clear, rose-cerise, center of petals shading to a rich, velvety cardinal toward the center of the flower, and when fully matured, shade lighter toward the tips of the petals, almost mauve or orchid. Blooms of 15 inches diameter, and very deep, are common, and these tremendous flowers are held perfectly erect on very long, extra strong, stiff stems. \$2.50
- KENTUCKY RED (I.D.)**—A vivid scarlet dahlia that will not burn or fade. Stems are strong and foliage is insect resisting.....
- \$1.00
- KING MIDAS (I.D.)**—A beautiful clear golden yellow dahlia which keeps well. Grows to 12 inches in diameter and 5 inches depth. Stems are long, stiff and straight. 50c
- ***KO-LANG (I.D.)**—Bright copper and gold. The flowers of immense size are held high on long stiff stems.....
- \$1.50
- ***LA FIESTA (Cordes-Eastman) I.D.**—This flower is huge and the form is like a great chrysanthemum. Color butter yellow, penciled red. Very lacy petals that curl and twist. Very large, long fine stems.....
- \$2.50

Dahlias marked * originated in California.

- ***LA REINA de LOS ANGELES** (Rainbow Gardens 1935)—A very beautiful shell pink semi-cactus on long perfect stems that hold the flower erect well out of fully resistant luxurious foliage. The keeping quality of this queenly dahlia makes it excellent for a cut flower \$5.00
- LORD OF AUTUMN** (Almy) I.D.—This fine prize winning dahlia is of a beautiful yellow color. Flowers attain a wonderful size and great depth. It is a strong grower with stems strong and erect. Perfect center formation. Has been awarded a great many first prizes \$5.00
- ***MARIAN BROOMALL** (S.C.)—A truly beautiful dahlia; large. Color, clear violet rose, shading lighter at tips, with white center. Stems very good. A dahlia you will like. 75c
- ***MARY ELIZABETH REDFERN** (Redfern) I.D.—A new giant from the West Coast with an excellent record. The color is deep orchid rose and in form it has been called an orchid Jane Cowl. Immense blooms with long fine stiff stems \$5.00
- MONMOUTH CHAMPION** (Kemp) F.D.—A large dahlia on good stem. A brilliant orange-flame color. Fine foliage. Prize winner \$1.00
- ***MR. E. LEEDHAM** (I.D.)—Has great depth as well as diameter. Is orange scarlet; it does not burn. The stem is very long and carries the flower right on the top of it. Very tall \$1.00
- ***MRS. ALFRED B. SEAL** (Seal-Newsom) I.D.—A soft rich shade of absolutely pure glowing old rose without any shading. Huge flowers of great depth and substance and held proudly erect on a tall bush on long stiff stems. Awarded an American Home Achievement Medal. A great prize winner. Prize stock 75c
- MRS. EDITH BRADLEY** (Cac.)—A pure white cactus from England, with long wire-like stem. Blooms of good size. The best white cactus \$1.00
The most beautiful prize winning baskets of white dahlias—that are now so popular—were made up with: Mrs. E. Bradley, Ivory, Snow Queen (Ball), Coronne (Min.) and Joe Fette (Pompon).
- ***MRS. WOODFORD SPEARS** (Mawson) F.D.—Apple blossom pink with cream at base of petals and color deepening at the center—large, well formed flowers on long strong stems 50c
- ***NOB HILL** (I.D.)—Pale orange. Every bloom very large and deep and perfectly formed with long upright stems above low growing plants \$2.50
- ***NORRINE NEWSOM** (I.D.)—A new and beautiful variety of pure burnt orange; extra long straight stems \$1.50
- OMAR KHAYYAM** (F.D.)—Chinese red and bright orange. Immense bloom on a tall vigorous plant 75c
- ORANGE MOON** (Chautauqua 1935) F.D.—The color is a soft buff shading to orange apricot, deepening toward base of petals. Reverse is shaded orange red. The flower is very large, full and deep. The bush is medium height, sturdy and compact and free from insect troubles. Flowers face up and out on long, stiff stems \$7.50
- ***PALO ALTO** (Ballay) S.C.—Bright pinkish salmon shading to a sort of salmon gold at the center. Size conservatively 10 to 12 inches across by 6 inches deep. Centers always closed and all alike; stem stalks very tall and straight. Was awarded the Achievement Medal and is on Roll of Honor \$2.50
- ***PINK AMBASSADOR** (1935) S.C.—Named for Ambassador, which it resembles in form. The color, however, is a beautiful pink, shading to cream yellow at the center of the flower \$1.50
- ***PRINCE OF PERSIA** (Newsom) I.D.—Immense flowers of the deepest most iridescent rich glowing crimson. Tall bush with long stems \$1.00
- ROBERT EMMET** (Dahliadel) I.D.—A new velvety cardinal red dahlia of giant size and with a fine stem and habit of growth. Honor Roll Dahlia. Perfect blooms \$3.00
- ***SANTA BARBARA** (Pelicano & Sons) F.D.—The color is a clear pink with a suggestion of salmon pink. The big flowers are held high above the foliage on stems as stiff as canes and look one square in the face. The bushes are of medium height and strong and hardy \$1.50

Dahlias marked * originated in California.

DAHLIAS AND SEEDS

* SATAN (Ballay) S.C. —One of the best dahlias in our garden the past season. It is a flaming red with a slight touch of gold at the center. It has wonderful formation with horn-like petals, rolled and incurved, giving it rare form and character. It is very large and will grow to thirteen inches. Honor Roll and Certificate of Merit besides many other prizes	\$2.00
* SEAL'S CALIFORNIAN (I.D.) —Pale gold shading to bronze and pink. Is suggestive of the most fragile waxwork. The stems are straight, stiff and cane-like.....	.50c
* SHARAZAD (Newsom) I.D. —Deep rose pink. This is a gorgeous variety that has been aptly described as a deep pink Jane Cowl. The flowers will grow to a foot in diameter with good substance. Rigid, erect stems.....	\$1.00
* SEAL'S ORIENTAL —Our attractive informal decorative of fantastic coloring of Chinese red and gold, with each petal heavily covered with a sheen of copper. A charming blossom of a very large size having a stiff stem above a plant of strong growth....	\$2.50
* SEAL'S LADY OF SHALOTT (I.D.) —Our beautiful dahlia of bronze and apricot coloring. Is withdrawn this season to replenish our stock.	
SILVERHILL PARK (Cac.) —Incurved white. Large, fine.....	.50c
* SINBAD OF THE SEA (F.D.) —Huge size, fine stems, perfect form.....	.50c
SYDNEY JONES (Cac.) —Large salmon pink. Fine form.....	.50c
TANG (I.D.) —Tawny orange flame with twisting petals. Very large.....	.75c
THE COMMODORE (I.D.) —Clear lemon yellow; a great bloomer and very large. It is easy to get 12-inch flowers. Long, stiff, erect stems.....	\$1.00
VALIANT II (Cac.) —Bright red, incurved. Best red.....	.75c
WILLIAM H. HOGAN (I.D.) —This is one of the best variegated red and white dahlias introduced to date. Color, garnet red with elongated white tips running down the center of the petals. Flower large, on long, stiff stems, is held high above the foliage75c
WHITE WONDER (F.D.) —One of the largest and best white dahlias of its class. Blooms are carried on the best of stems.....	\$1.50
YANKEE KING (I.D.) —Large coppery rose and old gold with extra long stems.....	.50c
YANKEE GIRL (F.D.) —A stiff stemmed salmon rose pink with remarkable keeping qualities for decorations	\$1.00
YANKEE GOLD (Wakeman 1935) I.D. —The color of this huge flower is gold—bright gold, deepening toward the center. The stems are very strong, and the plants tall	\$5.00
YANKEE ROYAL (I.D.) —One of the largest exhibition varieties of bright purple....	\$3.00
* ZAMORA (McWhirter-Seal 1935) —Finest formal decorative of clear yellow. The immense bloom is easily grown twelve inches and has great depth, and grows like a chrysanthemum—huge, on top of an erect stem five feet long and fifteen inches clear of first lateral. Tall strong growing plant. Requires very little disbudding. Flowers keep well when cut. In 1933 won the award given by the President of Spain and the First Prize for the Best Dahlia in the Show.....	\$5.00

Fine Extra will be given according to size of order.

OTHER VARIETIES

We have other varieties not listed here.

NO CLUMPS FOR SALE



MRS. ALFRED B. SEAL,
from our seeds

Seal's Dahlia Seed

Gorgeous Dahlias May Easily
Be Grown the First Year from Seeds



HAVE YOU EVER TRIED GROWING OUR CALIFORNIA DAHLIA SEED?

Undoubtedly one of the most fascinating phases of dahlia culture is the origination of new varieties from seed and the real thrill in growing dahlias is producing new varieties. Growing dahlias from seed is a lottery but it is a great sport and you may be the lucky winner of some fine new dahlias and to know the joy of having a seedling patch.

We would advise for best results for general purposes, Collections A or B, as they are made up of specially selected varieties from the most famous novelties and can be planted from March 1st to May 1st, and to May 15th in a frostless belt.

"From your seeds last year had some beautiful blooms; am going to try them again this year hoping I will have as many thrills as I did last year."—Englewood, N. J.

"Again it is a pleasure to let you know what wonderful success I have had with your seeds. My three-year-old seedling won 'first' at World's Fair on Wisconsin Day and received the bronze medal. Out of last year's seeds one semi-cactus rose with lavender reverse took 'first' prize at World's Fair, also a magenta colored lighter reverse, very full flower, received 'first' prize in class of three blooms, undisseminated."—Milwaukee, Wis.

*Innumerable other testimonials received,
but space too limited.*

MINIATURE DAHLIAS

Miniature dahlias cannot be surpassed for table and other decorations as they are charming cut flowers.

BABY ROYAL (S.C.) —Gold Medal from England. Salmon pink shaded apricot, graceful blossoms, long stems. Low growing.....	50c
CORONNE (Dec.) —Beautiful pure white miniature, resembling a gardenia.....	50c
ELIZABETH PAPE (S.C.) —Pink and creamy white.....	50c
GARDEN LOVE (Dec.) —Dwarf plant. Salmon rose on long stems.....	50c
IRENE (Dec.) —Exquisite old rose, long stems. Taller than some.....	50c
LADY MARY HOPE (I.D.) —Most attractive variety of amber and orange.....	75c
LITTLE JEWEL (Dec.) —True pink and very beautiful. Everybody likes this variety. 50c	
LITTLE LOUIE (Cac.) —Small, dainty, pure pink. Tall.....	50c
*MISS VIVIAN (I.D.) —1935 Honor Roll miniature, beautiful rose pink compact blossoms, very long stems.....	\$2.50

COLLARETTE DAHLIAS

These artistic flowers are very popular. Single dahlias with a fringe or collar of small petals around the centers, hence the name. The stems are stiff and long. For cut flowers they are hard to surpass, lasting nearly a week when cut. We offer a choice collection.

CLYDE —Velvety dark crimson; excellent cut flower.....	50c
DORA FISHER —Delightful pink, very lovely.....	50c
GEANT DE LYON —An enormous flower of velvety maroon, with a long, white collar. One of the largest.....	50c
GRANITE FALLS —Very fine red with yellow collar. Tall; good.....	50c
HERALD —Large, rich, rosy pink with white collar. Very beautiful.....	50c
SOUV. BEL ACCUEIL —Orange-red, with a yellow collar. One of the largest.....	50c

BALL OR SHOW DAHLIAS

These are the old-fashioned quilled double flowers and are beloved by many because of their lovely colorings and excellence for cutting.

CLARA CLEMENS —Purple tipped white. Fine form.....	50c
ESMONDE —Clear, bright yellow with stiff stems.....	50c
*GENERAL HAIG —Best scarlet show.....	50c
JAMES COCKER —A very deep purple. Large flowers, perfect form.....	50c
MRS. LANGTRY —Cream edged crimson, fine form.....	50c
SNOW QUEEN —The purest white, perfect formation, fine stems. A winner in the white dahlia class, now so popular.....	\$1.00

Dahlias marked * originated in California.

POMPON DAHLIAS

Pompons are the gems of the dahlia family, producing very small, compact flowers like diminutive show dahlias; they are invaluable for cut flowers.

ANNA KRISTINA —Golden yellow, deeper at center.....	35c
ARTHUR KERLEY —Dark rich red. Very good.....	35c
*BANTAM —Beautiful red, small, perfect form.....	25c
*BEBE —Pink and mauve, white ground.....	35c
*BETTY MOORE —Beautiful amber with a deeper center. Long stems.....	25c
*BOBBY CHRISTENSEN —Pink and white. Fine stems.....	25c
*BOSSY —Lavender, darker in center. Long stems.....	25c
*CHARMING —Lavender pink	25c
DARKEYE —White, lavender center.....	25c
DARKEST OF ALL —Maroon, almost black.....	50c
*DIMPLES —Golden apricot, brownish center.....	25c
*DONNY —Small orange. Holds center.....	50c
*DEEDEE —A perfectly formed pure lavender. Dainty and small.....	25c
*ELIZABETH —Very popular. Golden yellow edged with red. Long stems.....	25c
GIRLIE —Lilac pink. Very popular. Excellent for cutting.....	25c
GLOW —Pure old rose—perfect form. One of the most popular.....	25c
*GOLDILOCKS —A beautiful blossom of pure gold. Of perfect formation.....	25c
*HELEN ANITA —Pale lavender shading white to the center. Very pretty.....	25c
*JOAN —Yellow suffused with red.....	35c
*JOE FETTE —The best white. Fine form and long stems.....	25c
JOHNNY —Very dark red; one of the smallest and most perfect.....	25c
*KATHLEEN —American Beauty rose color.....	35c
LITTLE BEESWING —Golden yellow, tipped cherry; small, fine form.....	25c
*LITTLE DONALD —A rich red that is excellent for cutting.....	25c
*LITTLE DAVID —Deep burnt orange, perfect form.....	25c
*LILY BELLE —Light purple, tipped white. Fine long stems.....	25c
MADELINE —Pale primrose, edged rosy purple.....	35c
*MARY MUNNS —Fuchsia, dark orchid sheen, long stems.....	35c
NERISSA —Rose, tinted silver.....	35c
ROSEA —Charming variety of a bluish lilac. Small and good.....	35c
*TAKA'S PURPLE —Bright purple carmine. Long stems.....	25c
*TAKA'S YELLOW —Golden yellow; very good.....	50c
TOMMY KEITH —Cardinal red, tipped white.....	25c
*YELLOW GEM —Fine canary yellow with good stems; very reliable.....	25c

One dozen pompons listed, our selection, for \$2.50

Dahlias marked * originated in California.

DAHLIA SEED COLLECTIONS

COLLECTION A—Hand-hybridized dahlia seeds from varieties of the greatest of California originations, which are noted for their immense size and stiff stems, such as Caprice, Eagle Rock Fantasy, Frank Serpa, Mrs. Alfred B. Seal, Flaming Flamingo, Palo Alto, Satan, Shahrazad, Zamorro and other giant California dahlias.

The above dahlias were crossed with the following varieties: H. R. S., King Alfred, California Idol, Margaret Bloomall, Bosphorus, Catherine Kempkey, Kaweah and others equally as fine.

100 seeds in packet.....	\$5.00
50 seeds in packet.....	3.00

COLLECTION B—Seeds gathered from famous prize winning dahlias of the East such as Cameo, Jane Cowl, Jean Trimbee, Kathleen Norris, The Commodore, White Wonder and other famous Eastern dahlias.

The above dahlias were crossed with: Chautauqua Regal, Lord of Autumn, Orange Moon, Yankee Gold and other fine Eastern Roll of Honor dahlias.

100 seeds in packet.....	\$5.00
50 seeds in packet.....	3.00

COLLECTION C—Seeds from dahlias most generally used for producing new varieties, due to their large size and good stems. These are very carefully selected from dahlias known as good seed parents.

100 seeds in packet.....	\$2.50
50 seeds in packet.....	1.50

Good seeds will be very scarce this year

SEGREGATED SEEDS OF NAMED VARIETIES—Name of seed bearing parent shown on packet.

15 seeds of one variety.....	\$1.00
No mixed seed in the 15 seed packet.	

Caprice	Mrs. Alfred B. Seal
Catherine Kempkey	Satan
Frank Serpa	Shahrazad
Jane Cowl	Zamorro
50 mixed Pompon seed.....	50c

All dahlia seed NET.

Full directions for planting enclosed with the seeds.

THE NEWSOM DAHLIA MANUAL

A real practical guide to the better growing of dahlias and the making of Green Plants or Propagation of Dahlias; also Preparing the Dahlia Bed, Planting and Fertilizing, Care of Plants Before Blooming, Preparing and Exhibiting Dahlias, Designing Artistic Exhibits, Fall Care of Dahlias, Digging and Storage of Dahlias, Winter Dahlia Work, including directions for dividing, etc. Worth many times the small price asked. Prepaid.....50c

Mr. Samuel Newsom's many friends will be interested to know he has discontinued his Dahlia Business and is in Japan to further his study of Japanese Art and Landscaping.

Mr. Newsom has lately been awarded a one year Fellowship by the Japanese Society of International Cultural Relations. We all wish him continued success.

SPECIAL REQUEST

If you should receive an extra copy of this catalogue, kindly hand it to a friend or neighbor who is interested in growing flowers. Thank you.

On retail orders for California delivery 3% should be added to the amount to comply with the Sales Tax Law.

FULL DIRECTIONS for planting and growing dahlias enclosed with each order.

ORDER EARLY to prevent disappointment.

TERMS: Remittance with order. All retail orders sent postage prepaid at your planting time, unless otherwise requested.

WE GUARANTEE all roots true to name and TO GROW. Orders carefully filled from selected, field grown divided roots. We do not substitute unless requested; if late in season, we suggest you have a second choice. We do not guarantee roots against freezing if sent before April 1st.

*Please address all correspondence
to our office at*

JESSIE L. SEAL

607 Third Avenue

San Francisco, California